

**SANJEEVAN GRAMIN VAIDYAKIYA & SAMAJIK SAHAYATA PRATISTHAN'S  
ARTS, COMMERCE AND SCIENCE COLLEGE ONDE, TAL. VIKRAMGAD  
DIST. PALGHAR-401605 (MAHARASHTRA)**



**ONLINE CERTIFICATE COURSE**

**ON**

**CONSUMER'S PSYCHOLOGY**

**ORGANIZED BY**

**DEPARTMENT OF ECONOMICS**

**COMMERCE AND SCIENCE COLLEGE ONDE,**

**TAL. VIKRAMGAD, DIST. PALGHAR-401605 (MAHARASHTRA)**

**Contact: Pathade Anil Kundlik**

**(Assistant Professor & Head of Economics Department)**

**Contact: 9850288328/9765742574**

**Email ID: [profpathade@gmail.com](mailto:profpathade@gmail.com)**

*Pathade*  
**HEAD OF THE DEPARTMENT**  
Arts, Commerce And Science College,  
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*Patil*  
**I/C PRINCIPAL**  
**ARTS, COMMERCE & SCIENCE COLLEGE**  
Onda, Tal. Vikramgad, Dist. Palghar.  
Pin-401605



## COURSE DETAILS

Subject	Economics
Commencement of Course	7 <sup>th</sup> January 2023
Class Day & Time	Every Saturday 02.00 to 04.00
Duration	30 Hours
Category	Humanities and Social Sciences
Level	Undergraduate (Arts, Commerce & Science)
Start Date	7 <sup>th</sup> January 2023
End Date	29 <sup>th</sup> April 2023
Registration Start	15 <sup>th</sup> December 2022
Registration Ends	24 <sup>th</sup> December 2022
Teaching Language	English & Marathi

**Eligibility:** Any student pursuing his/her graduation studies student can enroll in this course.

### About the Course:

Human beings have basic needs that they fulfil by making transactions in the market. Transactions mostly in the form of monetary exchange for goods and services are very basic for the survival of the human race. The present course is designed to study how consumers behave on the market and what the consequences of various behaviour patterns. Additionally, the present course also looks at various psychological factors that shape the behaviour and actions of the consumer in the global market.

### Important Features of the Course:

- Online delivery of the course content and online assessment
- Well designed and comprehensive curriculum
- Periodic evaluation of the curriculum to keep pace with the growth in the topic
- Offered bilingually i.e. in English and in Marathi separately

### Syllabus Details & Course Layout:

1. Introduction to Consumer Psychology
2. Overview of foundation of consumer behaviour.
3. Consumer Decision Making
4. Purchase process and consumption; Consumer learning and brand loyalty
5. Low involvement decision making; Situational influences.
6. The Individual Consumer; Perceptions; Information processing and acquisition
7. Attitudes; Attitude reinforcement and change
8. Marketing Communications.

**Prof. Anil Kundlik Pathade:** Anil Kundlik Pathade M. A, B.Ed., NET in Economics is as Assistant Professor of Economics at the Arts, Commerce and Science College Onde, Tal. Vikramgad Dist. Palghar-401605 (Maharashtra). His research interests are Tribal Community, Indian Economy & Agriculture Economics Anil Kundlik Pathade experience in the institutions for the last 15 years for UG students.

**Register Students**



Sr. No.	M/F	Name of the students	Class	Contact No.
01	M	Bambare Atul Pandu	F.Y.B.A.	8623978824
02	M	Bambare Samir Pandu	F.Y.B.A.	7058761386
03	M	Bambare Sanchit Bendu	F.Y.B.A.	8668775516
04	F	Bhoir Pratiksha Pandurang	S.Y.B.A.	9545248246
05	F	Bhoir Sanika Sharad	S.Y.B.A.	7875966258
06	M	Bhoye Rupesh Sunil	S.Y.B.A.	9022107446
07	M	Chaudhari Amol Shivram	S.Y.B.A.	9021353771
08	M	Chaudhari Suraj Balu	S.Y.B.A.	9322032950
09	M	Chaudhari Tushar Kiran	S.Y.B.A.	9309152334
10	M	Dangate Abhilekh Sunil	F.Y.B.A.	8080485964
11	F	Dhangar Puja Dashrath	T.Y.B.A.	9022906074
12	F	Dhodade Sonali Babu	F.Y.B.A.	9511894711
13	M	Gaikwad Jitendra Narayan	F.Y.B.A.	9834450957
14	M	Gaykar Omkar Anil	F.Y.B.A.	9146449214
15	F	Jimbal Nikita Dinesh	F.Y.B.A.	9322092397
16	M	Kanoja Sachin Sandip	F.Y.B.A.	8007012867
17	F	Khandavi Jyotsna Nathuram	S.Y.B.A.	8329017383
18	M	Khurkute Akshay Ajay	S.Y.B.A.	9028097769
19	F	Mali Pooja Ganesh	T.Y.B.A.	7385650268
20	M	Morgha Swapnil Ramchandra	S.Y.B.A.	8856009754
21	F	Pagi Ashwini Vilas	F.Y.B.A.	8459830954
22	M	Patil Hrutik Eknath	S.Y.B.A.	9356441252
23	M	Patil Prabodhan Namdev	T.Y.B.A.	7218493836
24	F	Rade Dipti Suresh	T.Y.B.A.	9168341706
25	F	Rathad Darshana Sunil	S.Y.B.A.	8554811080
26	F	Rathad Saila Sunil	F.Y.B.A.	7276901399
27	F	Rathad Sonali Ramesh	S.Y.B.A.	8010028727
28	F	Sathe Yashshri Narayan	F.Y.B.A.	9699450394
29	M	Valvi Ajit Santosh	F.Y.B.A.	8767522626
30	M	Wagh Mahendra Budhaji	F.Y.B.A.	9307995447

*Aspekha*  
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**Online Certificate Course on Consumer's Psychology  
RESULT**



Sr. No.	M/F	Name of the students	Class	Result
01	M	Bambare Atul Pandu	F.Y.B.A.	Pass
02	M	Bambare Samir Pandu	F.Y.B.A.	Pass
03	M	Bambare Sanchit Bendu	F.Y.B.A.	Pass
04	F	Bhoir Pratiksha Pandurang	S.Y.B.A.	Pass
05	F	Bhoir Sanika Sharad	S.Y.B.A.	Pass
06	M	Bhoye Rupesh Sunil	S.Y.B.A.	Pass
07	M	Chaudhari Amol Shivram	S.Y.B.A.	Pass
08	M	Chaudhari Suraj Balu	S.Y.B.A.	Pass
09	M	Chaudhari Tushar Kiran	S.Y.B.A.	Pass
10	M	Dangate Abhilekh Sunil	F.Y.B.A.	Pass
11	F	Dhangar Puja Dashrath	T.Y.B.A.	Pass
12	F	Dhodade Sonali Babu	F.Y.B.A.	Pass
13	M	Gaikwad Jitendra Narayan	F.Y.B.A.	Pass
14	M	Gaykar Omkar Anil	F.Y.B.A.	Pass
15	F	Jimbal Nikita Dinesh	F.Y.B.A.	Pass
16	M	Kanoja Sachin Sandip	F.Y.B.A.	Pass
17	F	Khandavi Jyotsna Nathuram	S.Y.B.A.	Pass
18	M	Khurkute Akshay Ajay	S.Y.B.A.	Pass
19	F	Mali Pooja Ganesh	T.Y.B.A.	Pass
20	M	Morgha Swapnil Ramchandra	S.Y.B.A.	Pass
21	F	Pagi Ashwini Vilas	F.Y.B.A.	Pass
22	M	Patil Hrutik Eknath	S.Y.B.A.	Pass
23	M	Patil Prabodhan Namdev	T.Y.B.A.	Pass
24	F	Rade Dipti Suresh	T.Y.B.A.	Pass
25	F	Rathad Darshana Sunil	S.Y.B.A.	Pass
26	F	Rathad Saila Sunil	F.Y.B.A.	Pass
27	F	Rathad Sonali Ramesh	S.Y.B.A.	Pass
28	F	Sathe Yashshri Narayan	F.Y.B.A.	Pass
29	M	Valvi Ajit Santosh	F.Y.B.A.	Pass
30	M	Wagh Mahendra Budhaji	F.Y.B.A.	Pass

*B. Pathade*  
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DEPARTMENT OF ECONOMICS**

**Online Certificate Course on Consumer's Psychology**



## **CERTIFICATE**

**This is to certify that**

**Mr./Ms.....**

**Of ..... has successfully  
completed the course intitled Online Certificate Course on  
Consumer's Psychology. Organized by Department of  
Economics at Arts, Commerce and Science College, Onda,  
Tal. Vikramgad Dist. Palghar. 401605.**

**From 07/01/2023 to 29/04/2023.**

*B. Pathade*

**Professor in Charge  
HEAD OF THE DEPARTMENT  
Arts, Commerce And Science College,  
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Pin - 401605**

*A. Patil*

**Principal  
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